Ontario Tourism Marketing Partnership
MARKETING UPDATE
News • Events • Business Opportunities
July 2004 Page 1/5

OFFICE OF THE PRESIDENT & CEO

We are very pleased with our Minister's recent announcement that OTMPC will be renewed! I would like to thank the industry for its support of our organization and for recognizing the importance of strong and effective marketing through an industry-led marketing agency.

Over the summer, OTMPC staff will be working with the Ministry of Tourism and Recreation on Year 1 action plans for the newly released *Ontario Tourism Strategy*. At its September meeting, the Board of Directors is holding a discussion session on the strategy and will be seeking input and recommendations from Committee Chairs and Vice Chairs. The strategy represents a new opportunity to make innovative advancements in tourism across Ontario through joint industry and government efforts.

U.S near border markets continue to be a challenge. The latest round of the Travel Intentions Survey was completed in May. OTMPC followed up with focus groups in the key markets of Detroit, Cleveland and Rochester. The information gathered from research will be used to help design a new fresh campaign that will target the U.S. for fall and winter.

There is good news on the way for visitors to Ontario in August as it is "... expected to be dry and warm ..." at last! (Source: Environment Canada)

ONTARIO
more to discover
The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

CONTACT

Bill Kenny
President and CEO (A)
Tel.: 416-314-7550
Email: bill.kenny@mtr.gov.on.ca

MINISTER BRADLEY ANNOUNCES OTMPC'S RENEWAL !

"Promoting Tourism In Partnership"

On July 6, 2004, Tourism and Recreation Minister, Jim Bradley announced in a letter to tourism stakeholders, "Stronger tourism marketing is a key component of the *Ontario Tourism Strategy*, and I am happy to report that the McGuinty government has renewed its commitment to promoting tourism in partnership with the industry, under the direction of the Ontario Tourism Marketing Partnership Corporation (OTMPC). With a stable marketing organization that can leverage the expertise and resources of both the public and private sector, and a provincial investment this year of nearly $40 million, I am confident that Ontario will begin to realize its potential as a top competitor in global tourism."

NORTHERN ONTARIO RARING TO GO!

On June 25, to integrate Northern Ontario marketing activities with OTMPC's core marketing programs, the OTMPC Board of Directors approved the 2004-2007 Northern Ontario Tourism Marketing Strategy and the 2004-2005 Northern Ontario Tourism Marketing Plan. The four-year strategy will strengthen the industry by attracting more visitors, generating more tourism spending and creating more jobs in the tourism sector.

CONTACT

Ted Day
Director of Marketing,
Northern Office
Tel.: 705-945-6577
Email: ted.day@mtr.gov.on.ca

NORTHERN ONTARIO RARING TO GO!

Both the Northern Ontario Tourism Strategy and Plan also endorse the "corridor strategy" approach which refers to three distinct north-south travel corridors or distances including border crossing locations visitors travel from to Northern Ontario. As such, marketing programs will be developed and implemented to reflect these patterns and distances.

CONTACT

Ted Day
Director of Marketing,
Northern Office
Tel.: 705-945-6577
Email: ted.day@mtr.gov.on.ca

OTMPC JOINT MARKETING INITIATIVES

Sponsorship Racing Event - U.S.

OTMPC is working with Tourism Toronto on a sponsorship opportunity with the Hambletonian Society's *Festival of Racing* at Meadowlands in New Jersey the first week of August. The sponsorship consists of signage, print advertising reaching 1.6 million households, television commercials on CBS and Fox Sports, announcer read tags during race week and an on site booth. This major standard bred horse racing event culminates with the Breeder's Crown at Woodbine Race Track, Toronto in October. Special packages have been developed with a call to action to Tourism Toronto.

CONTACT

Carol Maxwell
Director,
Marketing Communications
Tel.: 416-314-7568
Email:
carol.maxwell@mtr.gov.on.ca

NEW 'Snowmobile Paradise Ontario' Campaign

OTMPC, in partnership with OFSC, is pleased to launch the new Snowmobile Paradise Ontario (SPO) campaign. To coincide with the marketing strategy developed with industry, the program will consist of domestic (Ontario) and near border U.S. (Michigan, New York, Ohio, Pennsylvania, Wisconsin and Minnesota) markets including magazine, television, online ads on targeted web sites, direct e-mail, media relations, trade shows and promotions. All advertising will drive consumers to the micro site at http://www.ontariotravel.net/snowmobile

The web site will be launched in early September and partners will have the opportunity to advertise on the dynamic site. Ads are currently being sold through DMO offices and OTMPC Sales office. An e-mail campaign will target approximately 100,000 consumers and a call to action to a "Snowmobilers Paradise" contest/offer valued at over $25,000.

CONTACT

Claude Aumont
Partnership Coordinator,
Northern Office
Tel.: 705-945-6584
Email:
claude.aumont@mtr.gov.on.ca

PLAN TO ATTEND MC&IT EVENTS !

OTMPC will be participating in MPI WEC (Meeting Professional International's World Education Congress) being held in Denver from July 24-27 2004. Ontario will be exhibiting at MeetingPlace 2004 tradeshow along with other Ontario partners including Niagara Falls Tourism, London Convention Centre, Ottawa Congress Centre, Tourism London, Windsor Convention & Visitors Bureau, Hilton Windsor. Tourism Toronto will also be attending MPI WEC and unveiling their new booth at the tradeshow. Additionally, OTMPC and its partners will be sponsoring the CMM Session during MPI WEC.

On August 25, 2004 OTMPC will be exhibiting at CMITS (Canadian Meeting & Incentive Travel Symposium & Trade Show) at the Metro Toronto Convention Centre which is attended by over 3,000 corporate and association meeting and incentive travel planners.

CONTACT

Vicki Owen
MC&IT Coordinator
Tel.: 416-212-0756
Email:
vicki.owen@mtr.gov.on.ca

PLAN TO ATTEND MC&IT EVENTS !

OTMPC will be participating at EIBTM in Barcelona, Spain November 30 to December 2, 2004. EIBTM is the world's largest meeting and incentive industry event attracting over 5,000 key decision makers from over 100 countries. If you plan to exhibit at EIBTM and wish to exhibit under the Ontario umbrella within the Canada stand, please contact Vicki Owen for details.

CONTACT

Vicki Owen
MC&IT Coordinator
Tel.: 416-212-0756
Email:
vicki.owen@mtr.gov.on.ca

ADVERTISING OPPORTUNITIES

Banner Ads For Fall/Winter

Banners can be purchased on each page of http://www.ontariotravel.net, OTMPC's consumer web site. **Deadlines are August 3** to book with materials to OTMPC **by August 13**. Bookings are on a first-come basis, be sure to send in your insertion order as soon as possible.

Fishing Micro Site

Our **'NEW'** fishing micro site http://www.ontariotravel.net/gofish is an integrated component of the ontariotravel.net consumer web site. Opportunities are available to purchase banner ads on the homepage and various category pages.

Fishing Micro Site - Fall/Winter Packages

OTMPC is accepting **FREE** package listing for launch of the fall/winter portion of the fishing micro site http://www.ontariotravel.net/gofish. Package criteria are available by contacting Julie Larstone at 705-945-6578 or julie.larstone@mtr.gov.on.ca. Please note, we are accepting packages for all categories on an ongoing basis which will be uploaded periodically.

'NEW' Snowmobile Micro Site

The 'new' snowmobile micro site on http://www.ontariotravel.net will be an integrated component of our consumer web site. It will showcase key snowmobile experiences with various categories. Partner opportunities include homepage, section landing pages and category page button ads. To view a sample, visit the Outdoor micro site at http://www.ontariotravel.net/outdoor

Outdoor Micro Site - Fall/Winter Packages

OTMPC is accepting **FREE** package listings for launch of the fall/winter portion of the Outdoor micro site, http://www.ontariotravel.net/outdoor Visit the site to see examples of existing partner packages. We are accepting packages for all categories on an ongoing basis. Package criteria are available by contacting Kendra Adema at kendra.adema@mtr.gov.on.ca

CONTACT

Brynda Browning
Partnership Development
and Sales Assistant
Tel.: 416-314-6314
1-888-365-4422
Email: brynda.browning@
mtr.gov.on.ca

TAKE A LOOK... VISIT OTMPC'S 'NEW' MICRO SITES !

http://www.ontariotravel.net/outdoor
http://www.ontariotravel.net/summer
http://www.dotoronto.com
http://www.golfinmuskoka.com
http://www.sharekingston.com

CONTACT

Julia Holliday
TCIS Director
Tel.: 416-325-1366
Email:
julia.holliday@mtr.gov.on.ca

IN-MARKET REPRESENTATION

Marketing Garden Limited, a leading destination promotion company headquartered in Tokyo, Japan has been appointed by OTMPC as in-Market Representative for Japan. Takako Koseki, with extensive destination promotion experience, will be Ontario's dedicated account director and will have support at every level from a team of professionals within Marketing Garden.

CONTACT

Carol Maxwell
Director,
Marketing Communications
Tel.: 416-314-7568
Email:
carol.maxwell@mtr.gov.on.ca

ONTARIO EPISODES ON PBS !

Three upcoming Ontario episodes of PBS's "Culinary Travels with Dave Eckert" are now posted on the show's site. Toronto, the Niagara Region and the North (Huntsville) are the featured regions. Partners included the Niagara-on-the-Lake Vintage Inns and their fine dining rooms, Fairmont Royal York and Epic, herb garden and main kitchen, Deerhurst Resort and their dining rooms, and Arowhon Pines Resort and its dining room. Culinary Travels with Dave Eckert airs on 200 PBS affiliates 4 times over 3 years. It is estimated that each segment can be aired at least 160 times in the first year with a **ROI of about $1.92 million USD** for one airing. To see the site visit http://www.culinarytravels.com/episodes/2004_episodes/episodes6.html

CONTACT

Helen Lovekin
Media Relations Coordinator,
North America
Tel.: 416-314-7555
Email:
helen.lovekin@mtr.gov.on.ca

TRAVEL TRADE UPDATE

Overseas Media - Shanghai Oriental TV

OTMPC and the Ontario Investment Marketing Centre (IMC) in Shanghai were instrumental in coordinating a media visit to Ontario, which is expected to reach over 120 million people resulting in **over $2 million** in PR value. Minister Bradley welcomed the group at a reception and announced "By hosting the Shanghai Oriental TV, Drive Across Canada program in different cities in Ontario, we have an opportunity to showcase Ontario product to the Chinese public" The program will be broadcast by a number of Chinese and Canadian TV networks with airing scheduled to place the first week in October.

Upcoming Seminar:

Canadian Inbound Tour Operators Association, Asia Pacific (CITAP) market update seminar will be held on August 25, 2004 at the Toronto Hilton, Toronto. For further details, please contact Sonya Stevenson.

CONTACT

Harvey Hamazaki
Travel Trade, Asia Pacific
Tel.: 416-325-0367
Email:
harvey.hamazaki@mtr.gov.on.ca

CONTACT

Sonya Stevenson
Travel Trade, Overseas
Tel.: 416-314-9358
Email:
sonya.stevenson@mtr.gov.on.ca

MARKET DEVELOPMENT

SUDBURY DISCOVERIES: Stay Another Day and Play!

This summer, residents and tourists in Greater Sudbury can choose from 35 exciting, accessible outdoor adventures that showcase the very best natural and cultural features of the Sudbury region. The objective of the program is to introduce residents and visitors to one-day eco adventure experiences that encourage extended stays in the region.

Minister of Northern Development and Mines, Rick Bartolucci, the Mayor of Greater Sudbury David Courtemanche and Director General of FedNor - Industry Canada, Louise Paquette officially launched the program at Science North, July 15, 2004.

CONTACT

Chris Milner
Market Development
Coordinator, Bracebridge
Tel.: 705-646-0351
Email:
chris.milner@mtr.gov.on.ca

MARKET DEVELOPMENT

Sudbury Discoveries is one of the OTMPC City Product Committee's initiatives that has brought together a partnership of OTMPC with partners in Eco-Adventure Tourism (PEAT), City of Greater Sudbury, Science North, Laurentian University, Cambrian College local tourism suppliers, and FedNor - Industry Canada. For more information, please contact Meredith Armstrong at 705-566-7599 or http://www.sudburydiscoveries.ca

CONTACT

Chris Milner
Market Development
Coordinator, Bracebridge
Tel.: 705-646-0351
Email:
chris.milner@mtr.gov.on.ca

PARTNER NEWS

Hockley Valley Resort invests over $2.8 Million in Customized Upgrades

By the end of fiscal year, Hockley Valley Resort will have invested over $2.8 million in state-of-the-art upgrades. The resort is situated on 300 acres in The Hills of Headwaters in Ontario. The new phase of renovations follows on the heels of continuous improvements to the Hockley Valley Resort. Previous upgrades included: last winter's addition of a $1.3 million quad chair, the recent installation of wireless high-speed internet in guest rooms and public areas and renovations to the conference center and indoor pool area. For further updates, visit http://www.hockley.com

CONTACT

Shannon Smith
Director of Marketing,
Hockley Valley Resort
Tel.: 416-363-5490 X112
Email: ssmith@hockley.com

TOURISM REVITALIZATION PROGRAM

The Tourism Revitalization Office continues to review incoming projects. Event Marketing and Destination Marketing projects have recently been approved from the following areas of the province: Norfolk County; Collingwood; Kingston; Cornwall and Greater Toronto Area.

Now is the time to begin submitting proposals for the upcoming Fall and Winter seasons. With the new guidelines for the TRO, projects can now include up to 20% in Eligible Sales Fulfillment costs. For more information regarding program funding and eligibility criteria, please call 416-212-6754 or direct e-mails to tourismrevitalization@mtr.gov.on.ca - The full criteria for TRP is available at http://www.tourismpartners.com and the office can be reached directly at 416-212-6754. For more information about Tourism and Economic Revitalization in Ontario, visit http://www.tourism.gov.on.ca/english/about/revitalization.htm for full program criteria guidelines.

CONTACT

Alicia Tonks
Tourism Revitalization Office
Tel.: 416-212-6753
Email: tourismrevitalization@
mtr.gov.on.ca

HAVE YOUR SAY !

Please direct feedback and comments regarding *Marketing Update* to Marie Hewak, OTMPC Corporate Communications

To update your company emails or fax information, contact Brynda Browning, Partnership Development and Sales Assistant at 416-314-6314 Fax: 416-314-6976 or email: brynda.browning@mtr.gov.on.ca If you are requesting changes to our distribution list, please provide both the old and new information.

CONTACT

Marie Hewak
Corporate Communications
Tel.: 416-314-7566
Email:
marie.hewak@mtr.gov.on.ca